

Falls Prevention Awareness Activities

Planning for Falls Prevention Awareness Day

- Develop a press release for Falls Prevention Awareness Day
 - Contact any media connections you have and let them know about Falls Prevention Awareness Day and what you're doing
 - Promote Falls Prevention Day by organizing a media blitz to reach larger audiences
- Distribute CDC Falls Prevention brochures:
 - [What You Can Do To Prevent Falls](#)
 - [Home Falls Prevention Checklist](#)
- Hold demonstrations on evidence-based fall prevention programs, including Tai Chi, a Matter of Balance, Stepping On and Otago (Learn more on fall prevention programs at CDC [here](#))
- Set up tables or displays on falls prevention and physical activity. Provide information on where to exercise locally and the benefits of physical activity
- Ask your physical activity leaders to incorporate falls prevention information into their sessions
- Collaborate with [Matter of Balance \(MOB\) trainers in your area](#) to promote Falls Prevention Awareness Day
- Air a television show the week of Falls Prevention Day featuring a physical trainer and participants from a falls prevention class; have participants share personal experiences
- Offer screenings for fall risk factors including:
 - Vision exams
 - Balance and Gait testing
 - Blood pressure checks
 - Have a podiatrist come and offer foot exams
 - Medication review
- Partner with professional students to provide fall risk screenings. Physical Therapy, Occupational Therapy, Pharmacy, Nursing, Physician Assistant students make great partners.
- Have a Physical Therapist come and talk about [proper use of assistive devices](#)
- Organize a medication take back event in which senior citizens can rid themselves of old/unused medications
- Distribute vision impairment information and resources. Conduct eyewear cleanings
- Develop a toolkit for Area Agencies on Aging with suggestions and activities for observing Falls Prevention Awareness Day

- Set up booths local businesses (e.g. Lowe's, Wal-Mart, Home Depot) with information and highlight products in the store that can reduce falls
- Offer video conferences on Falls Prevention Day-related topics, e.g. fall prevention, home safety
- Offer a webcast for health care professionals on fall prevention
 - Feature speakers from the medical field (e.g. physicians, social workers, physical trainers) on related topics including balance, exercise, etc.
- Organize a walk (possibly with a neighborhood walking group)
 - Conduct a walkability audit
 - Make/carry signs
 - Write a slogan or chant to say while walking
 - Write down areas where sidewalks are cracked or other hazards exist and send the list to Public Works
- Consider giving out:
 - Nightlights
 - Non-skid strips for bathtubs and showers
 - Double-sided tape for throw rugs
 - Textured tread tape for stairs
 - Garbage bags for clutter removal
- Organize falls prevention workshops
- Create a Falls Prevention display showing safety items
- Host a Falls Prevention Discussion Group
- Provide transportation for the elderly and handicapped to event

State level activities

- Hold a press conference with legislators or other champions to announce Falls Prevention Awareness Day
- Celebrate the day by having older adults converge on the state capitol
- Provide testimony to policymakers
- Conduct a survey of key stakeholders on fall prevention, e.g. older adults, caregivers, primary care providers or state legislators
- Find and promote a national speaker to talk about falls prevention

See http://www.stopfalls.org/FPweek/service_providers.shtml for additional ideas